

Exhibit 65

Part 1

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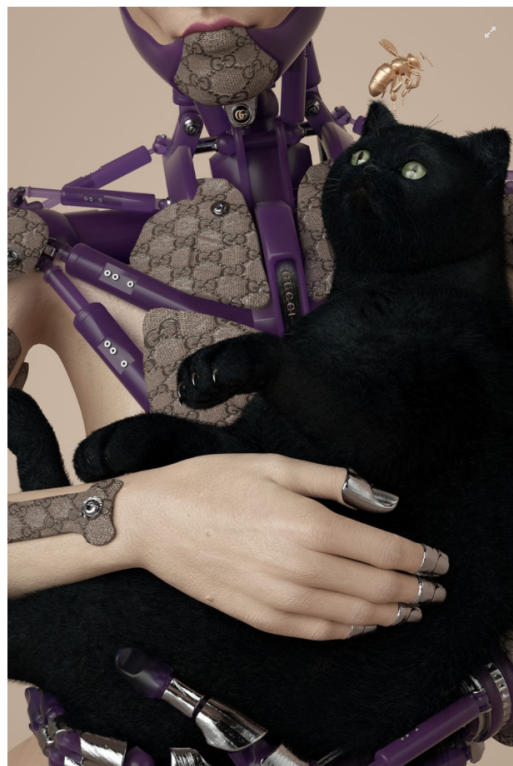
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DIVING INTO DIGITAL: OUR FAVORITE NFT, VIRTUAL FASHION AND WEB3 PROJECTS OF JUNE 2022

From Ahluwalia's NFT collection, to AMBUSH's multi-verse sneaker.

FASHION

Jul 4, 2022

By Cait Monahan

4,234 Hypes

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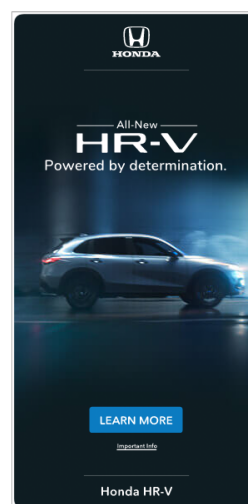
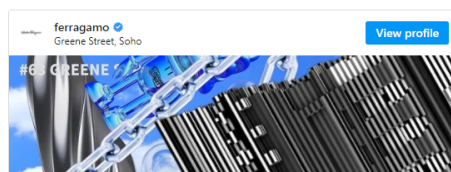
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The metaverse offers opportunities for digital designers and brands alike to explore new forms of creativity and self-expression through NFTs, in-game brand experiences and virtual storytelling. This month, we saw NFT.NYC take over New York City with immersive events and product launches designed for the digitally inclined, while, London Fashion Week went digital with the help of Ahluwalia's NFT collection. Elsewhere, Salvatore Ferragamo surprised its audience with multiple metaverse initiatives and Depop tapped into The Sims 4 community in style.

Continue scrolling to see this month's roundup of our favorite cyber collections and Web3 initiatives.

If you haven't already, check out Hypemoon, our Web3-focused content platform covering cryptocurrency, metaverse, NFT and blockchain news from a cultural lens.

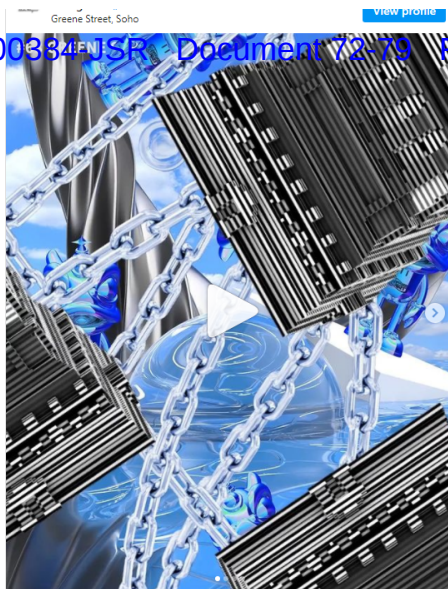
Salvatore Ferragamo tapped SHXPIR to produce a customizable NFT.



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ferragamo

Yes, you're a work of art. Experience the new #FerragamoSoho store and be part of your own #NFT artwork featuring @shxpir's outstanding designs.

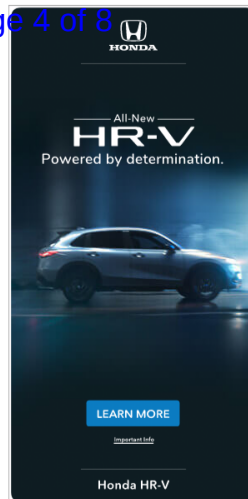
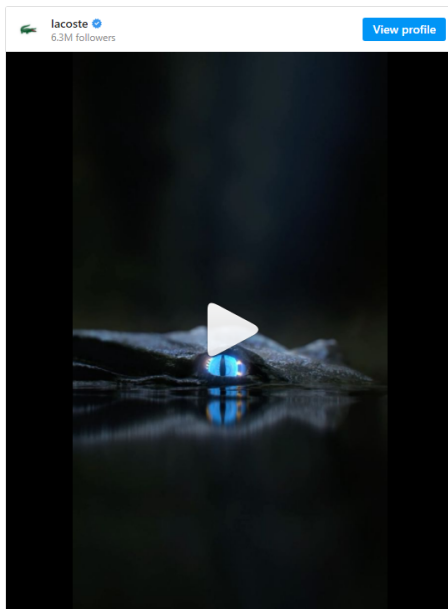
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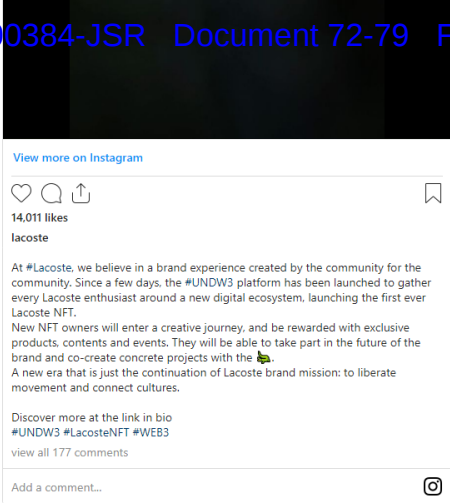
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It's clear the tides are turning at Salvatore Ferragamo, with the [recent announcement of Maximilian Davis](#) as the new creative director and now, a new, state-of-the-art retail store at the heart of Soho, NYC. In celebration of its new location, the brand partnered with digital artist SHXPIR to produce a personalized NFT collection. This is an example of a brand entering the metaverse with purpose. Firstly, the NFT is free of charge with the aim to welcome new community members into the experience. Next, the brand built a multi-sensory booth for users to create the NFT — seamlessly blending Web3 with immersive retail. Lastly, to complement the digital artwork, Ferragamo produced a limited-edition capsule collection with all proceeds donated to [LGBTQ+](#) organization, The Center. And, we can't forget the store's hologram station, which allows users to digitally customize the brand's new [sneaker](#), 6R3ENE. All in all, we can't wait to see what's next as Ferragamo continues to blend URL and IRL consumer moments. Check out more on the [brand's website](#).

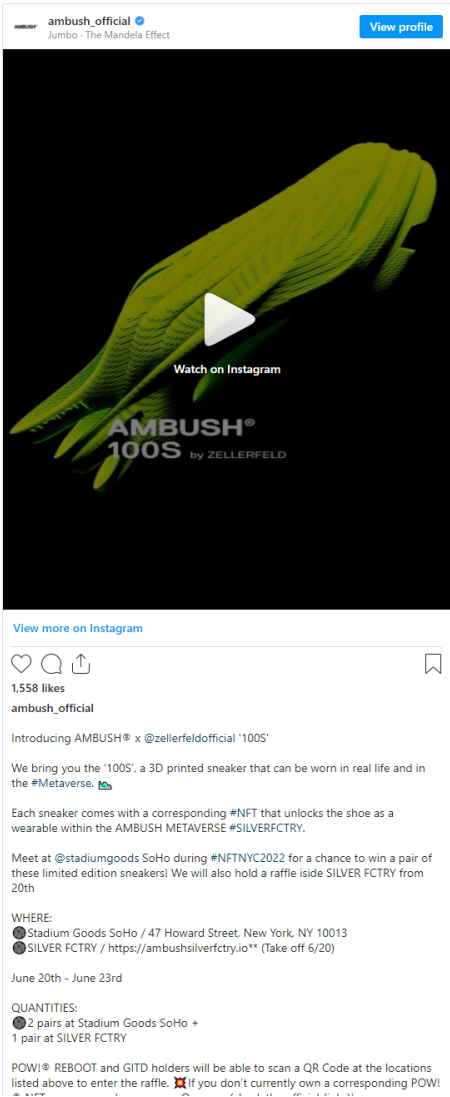
Lacoste unveiled a new Web3 universe and collaborative digital community.





After a successful collaboration with Minecraft, Lacoste took its next step into Web3 with the launch of its new digital universe "UNDW3." Pronounced "underwater," the Discord community, which currently has 30,000 users and growing, will allow consumers to co-create with the brand and stay informed on new innovations. In line with the launch on "UNDW3," Lacoste dropped 11,212 NFT pieces referencing the L1212 polo shirt. To join the community and discover more, check out Lacoste's [UNDW3 website](#).

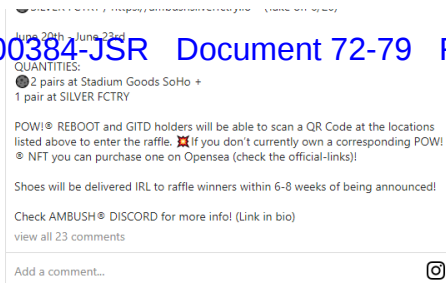
AMBUSH partnered with Zellerfeld for a wearable multi-verse sneaker.



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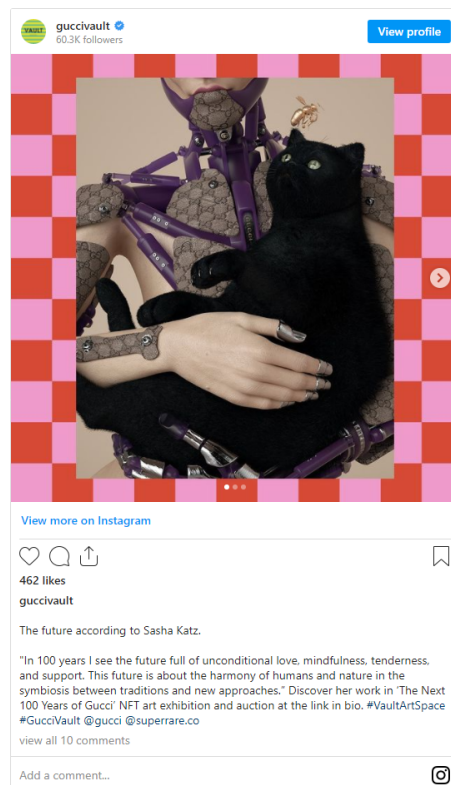
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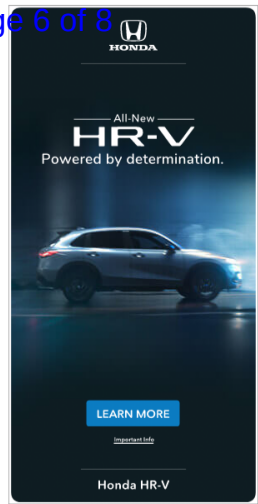
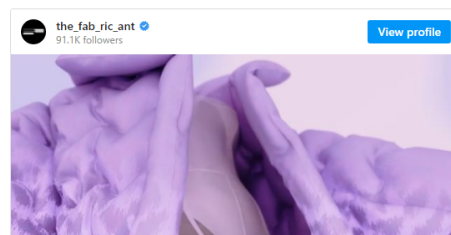
As pioneers in the pivot to Web3, [AMBUSH](#) returned to the metaverse in partnership with New York-based shoe company [Zellerfeld](#). The team produced a [3D-printed](#) slip-on sneaker dubbed the [100S](#) in neon green using sustainable technology and circular design. The physical shoe is complemented by an NFT that unlocks the design in the [AMBUSH SILVER FCTRY](#) as well as a certificate of ownership. While the collection is now sold out, you can learn more about the efforts of the partnership on [AMBUSH's Discord channel](#).

Gucci collaborated with 29 digital artists in its new NFT exhibition "The Next 100 Years of Gucci."



After the launch of [Guoqi Town on Roblox in May](#), the luxury house introduced a new metaverse offering dubbed the [Vault Art Space](#). The first exhibition, titled "The Next 100 Years of Gucci," pays homage to the brand's heritage as it dives deeper into digital. The exhibition, held in collaboration with NFT marketplace [SuperRare](#), is comprised of 29 digital artists interpreting the Gucci brand in their own, unique styles. The first drop features artworks from eBoy, Alanna Vanacore, An Chen, Sasha Katz and Kris Andrew Small.

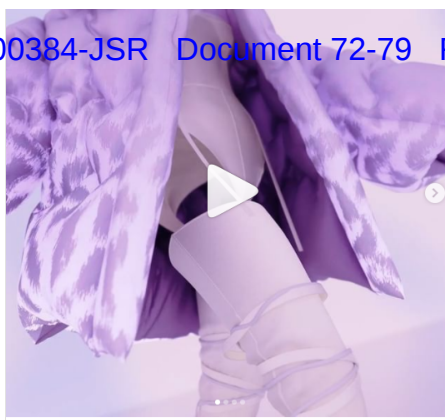
The Fabricant co-created a digital fashion collection with World of Women.



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the_fab_ric_ant

Calling all material gurlzz! 📢 It's almost a 1 week countdown until our @worldofwomen.nft collection collab drops on The Fabricant Studio 🌈

⚡Minting opens 29 June at 4pm CET⚡

The 27-piece digital fashion collection, designed to make Web3 more fashionable and diverse, is inspired by the women characters in the OG WoW NFT artworks.

👉Swipe to claim your Crypto Purse for access and a FREE MINT! 🎁

Explore the drop and deets by hitting the link in @the_fab_ric_ant bio! 📲

We'll see you in the metaverse!

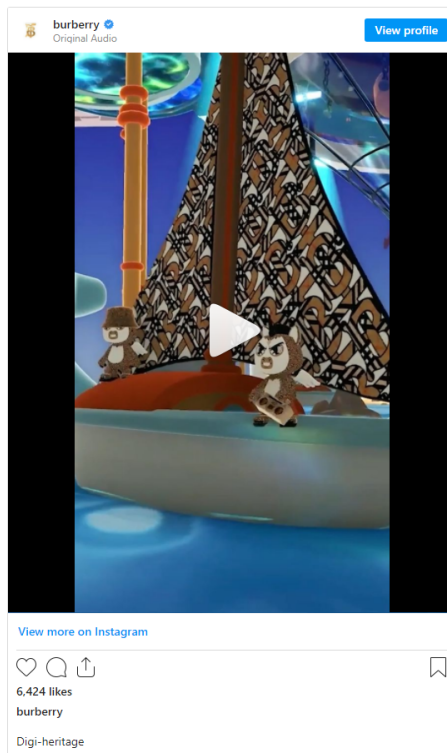
#digitalfashion #flowblockchain #metaversenews #virtuallfashion #womeninweb3
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Amsterdam-based digital fashion house [The Fabricant](#) has been a key player in metaverse fashion since 2019 when the company [sold a digital dress](#) for \$9,500 USD on the blockchain. Since then, The Fabricant has been demystifying the digital landscape, most recently in a collaboration with the NFT platform [World of Women](#). The collection sees 27 looks from a range of digital fashion designers including Anna Liedtke and Naama Turner. Designed to make Web3 more fashionable and diverse, the collection is available now on [The Fabricant's website](#).

Burberry released a second NFT collection with Mythical Games.

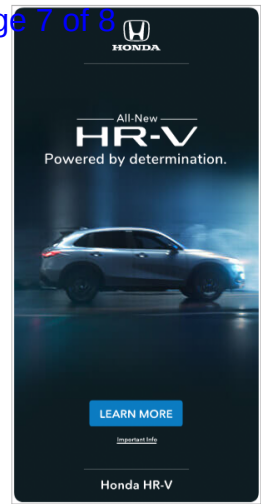


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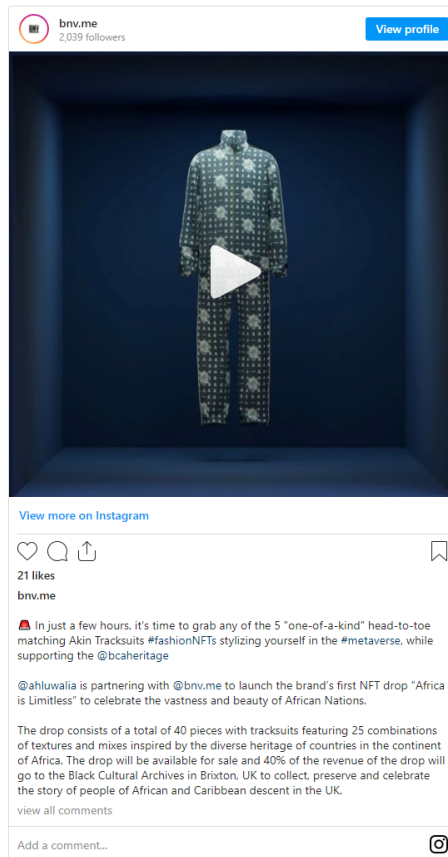
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In its flagship title Blankos Block Party, [Burberry](#) partnered with [Mythical Games](#) to create an NFT collection as well as a bespoke social community for users to come together in the digital world. The limited-edition Burberry Blanko NFT is a cheeky mythical character named Minny B, who is fabulously wrapped in Burberry's new [TB Summer Monogram](#) print. Burberry's new virtual community named "The Oasis" is a game where players can enjoy digitized beaches and branded sailboats, and connect with other users. The NFT collection is now available for in-game purchase on [Blankos Block Party's website](#).

Ahluwalia set out to diversify the Web3 landscape with its first NFT collection.



London-based brand Ahluwalia complemented its [Spring/Summer 2023](#) collection "Africa is Limitless" with a [digital fashion counterpart](#) of the same name. Launched at LFW, the NFT collection was made in collaboration with the digital fashion community [BNV](#). As the metaverse continues to gain traction, it [still lacks diversity and representation](#) mirroring the challenges of the IRL fashion industry. Ahluwalia's refreshing take on digital fashion opens room to celebrate global digital designers while donating 40% of the proceeds from sales to the [Black Cultural Archives](#). The "Africa is Limitless" digital fashion collection is available now on [BNV's website](#).

Depop went digital with *The Sims 4*.

